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CLAIMS

What is claimed is:

currently

1. (AMENDED) A product display base for use in manually aligning merchandise on a display shelf, the display base comprising a plurality of overlapping sections, each section

comprising:

a bottom surface, such that the display base may be placed on the display shelf, and at least a portion of the bottom surface is in contact with the display shelf;

a front edge;

a first side edge;

a second side edge;

a rear edge;

a plurality of merchandise support ridges, including a first merchandise support ridge and a second merchandise support ridge, such that the merchandise support ridges extend from the proximity of the front edge to the proximity of the rear edge; and at least one pull member channel located between the first merchandise support ridge and the second merchandise support ridge, such that a portion of a pull member may be placed in the channel under merchandise supported by the first merchandise support ridge and the second merchandise support ridge

2. The display base of claim 1 further comprising

~~a plurality of notches in the support ridges, such that display base may be cut in proximity to a notch in order to provide a base of desired display shelf depth.~~

3. The display base of claim 2 wherein

~~there is a third merchandise support ridge, such that the second merchandise support ridge is positioned between the first ridge and the third ridge; the notches on the first and third ridge are aligned, such that the base may be cut to a desired depth by cutting through one set of the aligned notches; and the notches on the second ridge are offset from the notches on the first ridge and the notches on the third ridge.~~

4. The display base of claim 1 further comprising a rear backing section which is essentially perpendicular to the display shelf.

5. The display base of claim 4 wherein

~~the rear backing section comprises a removed portion of the display base.~~

6. The display base of claim 1 further comprising

~~a front stop on at least a portion of the front edge of the display base.~~

7. The display base of claim 6 wherein

~~the front stop includes a slot, such that the slot is aligned with the pull member channel, and such that a pull member may placed through the slot.~~